Lorillard
A DIVISION OF LOEWS THEATRES, INC. · 2525 EAST MARKET STREET, GREENSBORO, NORTH CAROLINA 27401

February 11, 1982

Andrew Sacks, Esq.
Division of Advertising Practices
Federal Trade Commission
Bureau of Consumer Protection
Washington, D. C. 20580

Dear Mr. Sacks:

Lorillard is in receipt of the Commission's letter of December 15, 1981, wherein the Commission apprises Lorillard of the status of the R. J. Reynolds request regarding the cigarette holder currently used in the Commission's cigarette laboratory testing procedure be modified, and wherein the Commission requests that, should Lorillard elect to file any additional comments, data or research in response to Attachment II to that letter, the comments and supporting data be filed no later than February 15, 1982. Lorillard is also in receipt of the submissions transmitted by your letter of January 8, 1982.

Lorillard encloses herewith its comments on the submissions transmitted to it by the Commission's letter of January 8, 1982, in accordance with the second sentence of the last paragraph of Attachment II of the Commission's letter of 15 December.

Lorillard has enclosed seven (7) copies of its submission and advises the Commission that Lorillard's submission may be circulated among the six (6) companies in line with the Commission procedure followed for the other submissions.

Sincerely,

Michael I. Gastman
Associate General Counsel

Enclosures

MIG/hsh

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Source: https://www.industrydocuments.ucsf.edu/docs/pshm0000